

QUARTERLY ISSUES/PROGRAM LISTS

July 1 through September 30, 2012

**WIS TELEVISION
1111 Bull Street
Columbia, South Carolina 29201**

WIS is an affiliate of the NBC television Network and, as such, carries public affairs and other non-entertainment programming offered by the network, which frequently deals with community ascertainment issues.

WIS TELEVISION
LOCAL AND NETWORK NEWS AND PUBLIC AFFAIRS PROGRAMS
July 1 through September 30, 2012

Program	Day	Time
<u>Local News:</u>		
WIS News 10 Sunrise	Monday – Friday	5:00-7:00 AM
WIS News 10 Midday	Monday – Friday	12:00-12:30 PM
WIS News 10 Live at 5	Monday – Friday	5:00-6:00 PM
WIS News 10 at 6	Monday – Sunday	6:00-6:30 PM
WIS News 10 7:00 Report	Monday – Friday	7:00-7:30 PM
WIS News 10 Nightcast	Monday – Friday	11:00-11:35 PM
WIS News 10 Saturday	Saturday	9:00-10:00 AM
WIS News 10 Nightcast	Saturday & Sunday	11:00-11:30 PM

All of the above programs are locally produced news, presenting a mix of news, weather, sports and issues-related feature stories and segments.

<u>Local Public Affairs:</u>		
Awareness	Sunday	10:00-10:30 AM
Newswatch	Sunday	10:30-11:00 AM

Awareness is a locally produced program focusing on issues of interest to the minority community. Newswatch is a locally produced program focusing on a wide range of public issues, including local and state politics and government, the environment, and the economy.

<u>NBC News:</u>		
Early Today	Monday-Friday	4:30-5:00 AM

This business news and consumer show gives viewers breaking business news and stock market action from the domestic and foreign exchanges.

Today Show	Monday-Friday	7:00-10:00 AM
Today Show	Monday-Friday	11:00 AM-Noon

This four-hour network program provides the latest in international and domestic news, weather reports and interviews with newsmakers from the world of politics, business, media, entertainment and sports. WIS News 10 provides local cut-ins at various times.

Weekend Today	Saturday and Sunday	7:00-9:00 AM 8:00-9:00 AM
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Weekend editions continue the “Today” tradition of covering breaking news, interviewing newsmakers, reporting on a variety of popular culture and human interest stories, covering topics related to health and finance and presenting the latest sports and weather information. WIS News 10 provides local cut-in at various times.

NBC Nightly News	Monday-Sunday	6:30-7:00 PM
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“NBC Nightly News” provides reports and analysis of the day’s most newsworthy national and international events. It offers solution-driven programming that delves into the toughest issues facing our society today.

Dateline NBC	Weekly	Various Times
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This network program has pioneered a unique approach to prime time news programming with its multi-broadcast franchise. With this schedule, the one-hour newsmagazine enables NBC News to present its best reporting, investigative features, and newsmaker profiles in a consistent and comprehensive manner.

Meet the Press	Sunday	9:00-10:00 AM
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This one-hour network news program consists of three interview segments with guests of national and international political importance, followed by an expanded roundtable discussion at the end of each broadcast.

WIS TELEVISION COMMUNITY ISSUES LIST

July 1 through September 30, 2012

Health Care

- Examples: skin care do's and don'ts; infant mortality rate; healthy cooking

Economic Concerns

- Examples: Cooperative Ministry funding; sustainability's impact; cost of death

Education

- Examples: Fairfield County School District's new superintendent; time management and organization for students; drop-out rate and poor attendance;

Local Events

- Examples: Summer Sets Jazz; Evening with Dick Gregory; City Year; Green is Good for Business Conference; 9/11 Inaugural Golf Tournament; Looking Over the President's Shoulder; Face Jugs: African-American Art & Ritual in 19th Century South Carolina

Social Concerns

- Examples: Pre-need funeral arrangements; last will and testament preparation; coping with grief; South Carolina's ranking in Bloomberg's misery index; fatherhood initiative, "Opportunity Knocks"

Government

- Examples: retirement system investment commission; Republican National Convention; Democratic National Convention; environmental regulation; Voter ID

DATE: Sunday, July 15th

ISSUES – PROGRAM

A. Narrative describing the issue and the source

Rev. Thurmond Bowens, Trinity Baptist Church – 803-600-3839

Deacon Oscar Walker, Trinity Baptist Church – 803-600-3839

Judy Battiste, Event Coordinator – 803-445-9808

Bowens and Walker discussed the event, “An Evening with Dick Gregory.”

Battiste discussed a jazz series at the Township Auditorium, “Summer Sets.”

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
7/15/2012	10:00am	30 Minutes	Awareness

DATE: Sunday, July 22nd

ISSUES – PROGRAM

A. Narrative describing the issue and the source

Michelle Hurley, Funeral Director – 803-254-6639

George Johnson, Attorney – 803-252-9700

Sheryl Mims Williams, Counselor – 803-779-2777

Hurley, Johnson and Williams discussed grief. Hurley focused on pre-need arrangements.

Johnson explained legal aspects of death, including power of attorney and last will and testament. Williams explained different coping mechanisms.

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date 7/22/2012	Time 10:00am	Duration 30 Minutes	Title of program Awareness
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DATE: Sunday, August 26th

ISSUES – PROGRAM

A. Narrative describing the issue and the source

Curtis Loftis, SC Treasurer – 803-936-9046
David Kunz, Executive Director, Cooperative Ministry - 803-799-3853
Loftis discussed the Republican National Convention. Loftis ran candidate Mitt Romney's campaign in South Carolina and is also a member of the state delegation. Loftis also discussed the retirement system investment commission. Kunz discussed the ongoing efforts with the Cooperative Ministry.

B. Narrative describing the program:

Current Affairs program addressing political, economic and social issues.

C. Program information:

Date 8/26/2012	Time 10:30am	Duration 30 Minutes	Title of program Newswatch
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DATE: Sunday, July 26th

ISSUES – PROGRAM

A. Narrative describing the issue and the source

Tonya Haynes Brown, CEO, Total Bliss Salon – 803-309-0405
Keisha Moore, Makeup Artist – 803-446-0640
Patricia McClerkin, Dermatologist – 803-771-9163
Brown, Moore and McClerkin discussed improving your beauty IQ: skincare and hair care dos and don'ts.

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
8/26/2012	10:00am	30 Minutes	Awareness

DATE: Sunday, September 2

ISSUES – PROGRAM

A. Narrative describing the issue and the source

J.R. Green, Fairfield Co. School Superintendent – 803-635-5747

Cynthia Hacker, Sylvan Learning Center – 803-781-7323

Gail Gairratano, City Year – 803-254-3349

Roosevelt Corbett, City Year – 803-254-3349

Green discussed his new role as superintendent after a tumultuous 2010-2011 year.

Hacker discussed helping students have a great start to the school year and different ways to help them study – including organization and time management.

Gairratano and Corbett discussed “City Year,” a non-profit dedicated to keeping kids in school through the use of young adults as mentors. They also talked about the drop-out rate and poor attendance.

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
9/2/2012	10:00am	30 Minutes	Awareness

DATE: Sunday, September 2nd

ISSUES – PROGRAM

A. Narrative describing the issue and the source

Dick Harpootlian, Chairman, SC Democrats – 803-252-4848

Mary Pat Baldauf, City of Columbia- 803-545-2722

George Fletcher, New Carolina – 803-760-1400

Harpootlian discussed the Democratic National Convention and being a member of the South Carolina delegation.

Baldauf and Fletcher discussed the Green is Good for Business Conference. They also talked about sustainability and the economy, plus environmental regulation.

B. Narrative describing the program:

Current Affairs program addressing political, economic and social issues.

C. Program information:

Date	Time	Duration	Title of program
9/2/2012	10:30am	30 Minutes	Newswatch

DATE: Sunday, September 9th

ISSUES – PROGRAM

A. Narrative describing the issue and the source

I.S. Leevy Johnson, Attorney 803-252-9700

Mike Woolfolk, Media Relations Consultant - 803-414-0503

Lawrence Hamilton, Actor - 803-777-7704

Virginia Berry White, LCHS Executive Director - 803-447-3770

Johnson and Woolfolk discussed the Democratic and Republican national conventions.

Hamilton discussed his role in the one-man production, "Looking Over the President's Shoulder." The play is about an African-American man who became a Chief White House butler under Presidents Hoover, Roosevelt, Truman and Eisenhower.

White discussed the infant mortality rate and a fatherhood initiative called "Opportunity Knocks."

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
9/9/2012	10:00am	30 Minutes	Awareness

DATE: Sunday, September 16

ISSUES – PROGRAM

A. Narrative describing the issue and the source

Dana Bufford, Chef – 803-351-1705

Bufford discussed her online cooking show, and the concept of cooking and looking good.

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
9/16/2012	10:00am	30 Minutes	Awareness

DATE: Sunday, September 23rd

ISSUES – PROGRAM

A. Narrative describing the issue and the source

Corey Hutchins, Reporter, Free Times – 803-261-6874

Kyle Coleman, Columbia Museum of Art – 803-343-2181

Brandolyn Pinkston, FAAAC President – 803-351-9232

Hutchins and Coleman discussed hot topics including, South Carolina's ranking in a misery index, Mitt Romney's "47%" comment and Voter ID.

Pinkston discussed her role with the Friends of African-American Art and Culture. She also talked about the exhibit "Face Jugs: African-American Art and Ritual in 19th Century South Carolina."

B. Narrative describing the program:

Current Affairs program addressing political, economic and social issues.

C. Program information:

Date
9/23/2012

Time
10:00am

Duration
30 Minutes

Title of program
Awareness